

Message Text

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ACTION EA-12

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USICA

ICA FOR EA, PGM/DE; STATE FOR EA; COMMERCE FOR ITA

3.O. 11652: N/A
SUBJECT: JA 18: U.S. EXPORT IMAGE

REF: A) USICA 07112; B) TOKYO 07641

1. AS SUGGESTED AGENCY'S REF A, POST OFFICERS MET WITH RICHARD GARNITZ (COMMERCE) AND EMBASSY ECON/COMMERCIAL OFFICERS TO DISCUSS JA-18 PROGRAM PROPOSALS AND REACHED GENERAL AGREEMENT ON APPROACH TO PROJECT WHICH WE HAVE RETITLED AS INDICATED. RICHARD GARNITZ CONCURS WITH FOLLOWING MESSAGE.

2. WE WISH EMPHASIZE THAT POST DOES NOT PLAN TO EMBARK ON TRADE PROMOTION PROJECT. PROBLEM WE FACE IS PSYCHOLOGICAL ONE WHICH HAS PRODUCED VERY NEGATIVE IMAGE OF US ATTITUDE TOWARD US-JAPAN TRADE AND COLORS ALL MEDIA REPORTING ON SUBJECT. MISSION OFFICERS INCLUDING CENTER DIRECTORS HAVE ENCOUNTERED EXTENSIVE ADVERSE CRITICISM BY RESPONSIBLE JAPANESE ACCUSING U.S. BUSINESS OF BEING UNWILLING TO MAKE
UNCLASSIFIED

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PAGE 02 TOKYO 09248 231450Z

NECESSARY EFFORT TO SELL ITS PRODUCTS IN JAPANESE MARKET. THE EXPORT DEVELOPMENT MISSIONS BEING ASSEMBLED BY DEPARTMENT OF COMMERCE WILL ALLAY MUCH OF THIS CRITICISM BUT, DUE ITS RELATIVELY SHORT DURATION AND FACT IT CONFINED TO MAJOR CITIES, ITS IMPACT WILL NOT BE ENOUGH UNLESS WE MAKE A MAJOR PARALLEL PUBLIC INFORMATION EFFORT IN IMPORTANT REGIONAL CITIES OVER A LONGER TERM THAN THE DURATION OF TRADE MISSION ITSELF.

3. GARNITZ INFORMS US THAT TRADE MISSION WILL BE PRECEDED BY SEVEN ADVANCE PERSONS VISITING JAPAN SIX TO EIGHT WEEKS AHEAD OF THEIR RESPECTIVE TEAMS TO PREPARE SCHEDULES. HE OFFERS US THEIR SERVICES AS PARTICIPANTS IN SEMINAR TEAMS TO BE ORGANIZED BY ICA-JAPAN. OTHER PARTICIPANTS WILL BE EMBASSY ECON/COMMERCIAL OFFICERS AND MEMBERS OF AMERICAN CHAMBER OF COMMERCE IN JAPAN (ACCJ). THE DOC OFFICIALS WILL, IN EFFECT, SERVE AS VOLUNTEER SPEAKERS WITH ICA HANDLING THEIR INTERNAL TRAVEL AND PER DIEM (IF NECESSARY). THEY WOULD BE ASKED TO EXPLAIN THE BASIC PURPOSE OF THE EXPORT DEVELOPMENT MISSIONS AND AMERICAN EFFORTS TO EXPAND EXPORTS TO JAPAN. THE ACCJ MEMBERS WILL DISCUSS PROBLEMS OF AMERICAN BUSINESS OPERATING IN JAPAN. THE EMBASSY ECON/COMMERCIAL OFFICERS WILL PROVIDE THE USG VIEWPOINT AND WE WOULD EXPECT THESE TEAM VISITS TO IMPROVE PSYCHOLOGICAL CLIMATE WHICH CONFRONTS US. WORKING THROUGH OUR CENTER DIRECTORS AND IN CONJUNCTION WITH THE EMBASSY, ICA WILL ARRANGE MEETINGS FOR THESE TEAMS (OF THREE MEMBERS EACH) WITH BUSINESS AUDIENCES DRAWN LARGELY FROM CHAMBERS OF COMMERCE, JAYCEES, AND REGIONAL MEDIA. THE TEAMS' PRESENCE IS CERTAIN TO GET WIDE MEDIA EXPOSURE, THUS CONTRIBUTING TO OUR PRINCIPAL OBJECTIVE.

4. SINCE DOC WILL BE FUNDING TRAVEL TO JAPAN FOR ADVANCE
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PAGE 03 TOKYO 09248 231450Z

PERSONS THERE WILL BE NO TRAVEL COST TO ICA EXCEPT INTERNAL TRANSPORTATION AND PER DIEM WHICH WE WILL FUND FROM PROGRAM BUDGET. POST WILL ALSO PROVIDE INTEGRATED PROGRAM SUPPORT. DOC WILL KEEP EMBASSY ADVISED ON ADVANCE TEAM'S TRAVEL PLANS AND WE WILL COORDINATE PROGRAMS WITH ECON/COMMERCIAL SECTION.

5. NEITHER EMBASSY NOR ICA ANTICIPATE ANY PROBLEM ASSEMBLING APPROPRIATE HIGH LEVEL AUDIENCES DURING AUGUST.

6. POST WILL ADVISE AGENCY ABOUT PLANS FOR ED WITH SECRETARY KREPS AND TV FACILITATION REQUIRED (PARA 8 A AND D REF B). FORSTER

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